

ABSTRACT

A system and method for managing interactive program and commercial content is disclosed. The system includes an interactive enabling device which is coupled for receiving a broadcast stream containing interactive program triggers and
5 interactive commercial triggers for retrieving the interactive program and commercial content. At least one interactive content server is coupled to the interactive enabling device for communicating with an interactive control application in the interactive enabling device. The interactive enabling device executes the interactive control application to manage the retrieval of the
10 interactive program and commercial content from the at least one interactive content server in response to the interactive program and commercial triggers. In addition, the interactive control application includes a gatekeeper function for selectively retrieving interactive program and commercial content in response to recognized interactive program and commercial triggers.